

CHIEF OPERATING OFFICER DAVE NELSON'S SHOUTOUTS FOR MARCH

Congratulations, standouts! You are demonstrating what FAMILY SERVING FAMILY truly means. It is an honor to serve alongside you. Keep up the great work!

*With Respect,
Dave*

PACIFIC REGION

"Kaitlyn, In-son Choe and the Osan Subway team demonstrate the true meaning of customer service to our military, Family Serving Family. We serve the Heroes of our Nation. No matter where they serve in PAC, there is always a touch of home when they walk through the Exchange doors."

Kaitlyn Reid

YONGSAN MAIN EXCHANGE

Kaitlyn has provided excellent customer service, receiving comments on how she shows the core value, Family Serving Family. She solves the customer's problem with a smile and great attitude. Since Kaitlyn has started in customer service, we have received high marks for this area. Her exceptional customer service to each patron and ability to explain the details of the benefits of using the MILITARY STAR card resulted in the Yongsan main store improving the amount of applications processed weekly. Customers stated that she exemplifies the vision statement of the Exchange by providing outstanding customer service.

Subway Team

OSAN AB SUBWAY

The Subway team provides excellent customer service and delivery to customers near and far. A customer stated, "I love that I can take care of my husband while we are separated. He was having a busy day and wasn't going to be able to break for lunch. I went online and ordered him lunch. I am in Oklahoma City. Thank you so much for helping keep our family connected. It's little things like this that make a world of difference!" Extraordinary example of Family Serving Family from Team Subway! Keep up the fantastic work!

In-son Choe

OSAN AB TAILOR SHOP

Owner of the Tailor Shop, Ms. Choe and her staff effortlessly connect every day with our customers. Whether it is a detailed sit down with potential customers or just small talk as they pass by, they communicate in a manner that puts our customers first. Many customers become repeat customers as a result of their positive experience and quality service. The tailor shop teamed with the Military Clothing Sales store to open 15 MILITARY STAR card accounts. In December, the Tailor Shop had sales of \$19,000, a 78.5% increase in MTD sales. The shop's CY YTD sales of \$220,000 are up 24% compared to last year.

EUROPE REGION

*"We are proud to recognize **Leo, Elliott, Sara and Gabi** for their exceptional customer service, going above and beyond to serve. It's an honor to have them represent Team Europe!"*

Leo Keegan & Elliott Baker **RAF ALCONBURY/RAF** **MOLESWORTH EXPRESS**

This customer letters speaks for itself:

I would like to recognize 2 individuals who are the heart and soul of AAFES in the Alconbury/Molesworth community. Back in early July 2016, there was a fire at our gas station, which closed the facility down for a few weeks. AAFES provided a 40' trailer to host temporary operations. Well, 1.5 years later, the new facility has opened (Thank you!) and we can now enjoy coffee, hot snacks, and a larger selection of goods. Outstanding.

But that is not the real reason I am writing to you this fine day. I am writing to you on behalf of the entire RAF Molesworth community: USAF, EUCOM, AFRICOM, NIFC and others, who are all truly appreciative of the 2 gentlemen, Leo and Elliot, who have endured working from these austere temporary facilities the whole time without a single complaint. They greeted customers with a smile, helpful attitude, and professionalism.

Sara Boschiero **VICENZA CHARLEY'S**

Sara takes her position seriously. She is always at the top of the board with MILITARY STAR penetration, winning the competition by increasing sales on Charley's YTD Goal by 2%. She has also increased sales by 8% by always asking customers to upgrade their meals. In addition, she helps the Anthony's Pizza and Subway teams whenever she is needed. Sara has a great relationship with her customers and co-workers and exceeds expectations daily. Her smile and can-do attitude is why our customers chose to return to Charley's.

Gabi Christmann **KMCC TOY STORE**

Gabi's dedication and love for children truly shine. She read about a local family who lost their home and belongings in a fire. She immediately donated \$100, allowing the children to shop in her store and causing a "trickle down" effect by other donations. We are extremely thankful and honored to have someone as dedicated, caring and extraordinary like Gabi to be part of our KMCC Exchange Services team.

EASTERN REGION

*“Eastern Region is always so proud to show off our associates and we want to congratulate **William, Yolanda and Bonita** for being our “call out” associates of the month! Thank you so much for what you not only do for your Exchange every day, but most importantly what you do for our great customers every day!”*

William Benthall

FORT EUSTIS MAIN STORE

Bill has been custodian at the Fort Eustis Exchange for nearly five years. He can be relied upon to accomplish any task given to him and exhibits a willingness to work with others to advance knowledge and expertise. Bill is an all-around “handyman.” Not only does he ensure that the building is in top shape, but he will assist in setting up fixtures, build sheds, accomplish minor repairs on equipment and assist in other facilities, which saved the main store \$10,000 YTD in maintenance costs. He is loyal to the organization, respected for his dedication and is an enthusiastic and committed worker. Complaints have lessened on the facility’s upkeep and more products have been able to come to the sales floor for purchase, enabling him and other associates to complete their jobs accurately with operational equipment.

Yolanda Hernandez

FORT MEADE CHARLEY’S

Yolanda is a full-time food service worker, mainly as a cashier. Her customer service skills are exceptional, and we receive many positive comments mentioning Yolanda on the Charley’s We love feedback program. Yolanda’s service has positively impacted the overall score of 73% YTD for customer satisfaction, exceeding the overall goal of 72%. She knows her customers by name and what they will order. Yolanda has been a major factor in the 9.7% increase in MILITARY STAR penetration at Charley’s. Her personal connection with our customers greatly enhances the overall positive atmosphere of the facility and keeps the customers coming back.

Bonita Williams

ROBINS AFB EXCHANGE

Bonita is the go-to person when others need information or training. Bonita is the voice before command, community and Exchange, and has a level of professionalism that makes the team proud. She willingly shares her knowledge of utilities, vehicles, fixed assets, work orders and more. Bonita consistently practices our core values of respect everyone and demonstrates courage to use good judgement. December’s YTD DOR is up 13% above last year and overall sales are up 8% over plan. These achievements are done by keeping the team on track. Bonita is a valuable person behind the scenes, extremely deserving of recognition.

CENTRAL REGION

James Gomez

Hailey Thomas

Josh Smith

“James, Hailey and Josh are outstanding associates with unwavering dedication! They represent the outstanding teammates we have all across CER! They are passionate about what they do and truly exemplify our core values. They show great enthusiasm for their work and what they do daily. We are honored to have them on our team and thank them for representing the Central Region.”

**OFFUTT AFB
MILITARY CLOTHING**

Jimmie brings value to the MCS and Exchange much like that of a manager. His experience, dependability and attitude make him a key player wherever assigned. During Columbus Day and on Black Friday, Jimmie augmented the PowerZone team. His dynamic personality and no-fear attitude made him a customer favorite for TVs. He often volunteered to carry merchandise to the customers’ vehicles to complete the shopping experience. Mr. Gomez’s consistently dynamic personality leads customers to add items like a candy bar to their purchase. His five MILITARY STAR applications last month are more than any other MCS associate and rank in the top tier for the Offutt Exchange. Jimmie is a perfect fit in Military Clothing Sales. He will not quit until each customer has the uniform items. Daily, he is on the phone to other Exchanges searching for less common insignia or hat sizes to meet customer requests and exceed their expectations. Mr. Gomez is a master of the customer experience.

Ricky Esparza

**FORT LEONARD WOOD
STARBUCKS**

Hailey takes great pride in providing excellent customer service every day. She has phenomenal work ethic and consistently goes above and beyond her responsibilities. Customers come in every day to see Hailey and enjoy her amazing service. Hailey constantly receives outstanding comments. She recently received her barista trainer certification, and makes sure that everyone will be trained to provide the same excellent customer service she does.

Luis Arroyo

WRIGHT-PATTERSON AFB FIRESTONE

Josh is a very hard-working and dedicated manager who has brought the Firestone to a # 1 customer satisfaction Rating out of 143 Firestones in the Central Region, holding strong for 4 months. He successfully completed an image upgrade to provide a better customer experience and a more professional and clean look to his store. Josh creates events that prepare customers for upcoming seasons and offers package deals to prepare for travel times and weather. He generates excitement and compassion for our customers and boosts morale within facility, leading to having the highest retention rate within his region.

Jeremy McLaughlin

WESTERN REGION

“Luis, Ricky and Jeremy.....your enthusiasm and passion is exceptional and is what sets you apart from your peers. The extra time and effort you put into exceeding the standard ensures a great customer experience for the best customers in the world!”

FORT BLISS MAIN EXCHANGE

Ricky Esparza is setting the example for extraordinary customer service. A PowerZone supervisor, Ricky goes above and beyond to help our customers. Ricky recently took a phone call from a customer from Fort Knox, Ky., who was looking for a six-drawer tool box. We no longer had the item, so Ricky found other stores that had the tool chest in stock. He contacted each store to see if they could send the chest to Fort Knox and met with success from Fort Sam Houston in Texas. Ricky called the customer back to let her know that her request was on the way. Ricky received a Thank you award for all he did to ensure we had a happy customer for the holidays.

**VANDENBERG AFB
BURGER KING & THEATER**

Luis manages the Burger King and has been instrumental in its success. He sets daily goals, develops contests and focuses the teams' energy on providing excellent customer service and grow the business by caring for the community. His focus on creating a customer-engaging environment and driving for results has led him to exceed sales by 43.5% above plan. In addition, Luis is also the facility manager of the base theater, where he implements this same energy and focus. He reaches out to the local schools and youth center to create special screening events that generate additional revenue. His efforts have resulted in a 13.7% YTD increase in theater earnings. Thank you, Luis, for all your hard work and determination. You have truly exemplified the courage to use good Judgment in your workplace.

JB ELMENDORF SERVICES

Jeremy's hard work and dedication brought in an additional 30 new short-term vendors to the mall last quarter, resulting in an increase of \$60,000 or 94% in sales and \$4,375 or 51% in income. Jeremy also added four new Starbucks vending machines, which average \$300 a month, attributing to an increase of \$59,000 or 13% in sales, and \$27,000 or 29% in income YTD. Jeremy's efforts have directly contributed to Joint Base Elmendorf-Fort Richardson services being considerably above LY in sales and income, making him a tremendous asset to JBER and the Exchange overall.